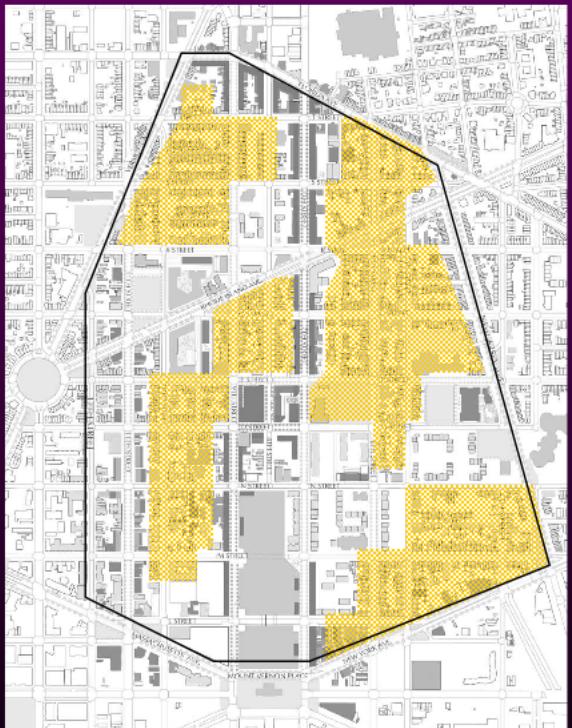


Convention Center Area Strategic Development Plan

Development Guide Recommendations

- Sub- areas



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HISTORIC ROW HOUSE FABRIC

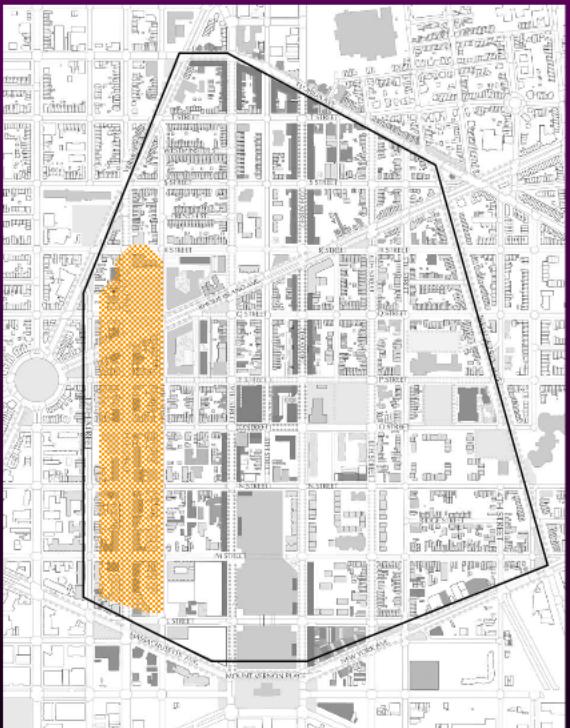
GOAL: *Protect character and intimate scale of residential streets*

- **Rezone commercial areas not along 7th and 9th streets to allow residential, office and institutional uses, but not retail (except as a conditional use).**
- **Develop infill sites scattered throughout the sub-area.**
- **Establish historic district in Shaw East Survey Area.**

Convention Center Area Strategic Development Plan

Development Guide Recommendations

- Sub -areas



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11TH STREET CORRIDOR

GOAL: *Create lively, medium-density mixed-use corridor*

- **Rezone blocks between O and R to encourage medium density residential development.**
- **Rezone blocks between M and O streets to require new development that includes ground floor retail.**
- **Provide incentives for affordable housing in new residential development.**

Convention Center Area Strategic Development Plan

Development Guide Recommendations

- Sub-areas



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11TH STREET CORRIDOR

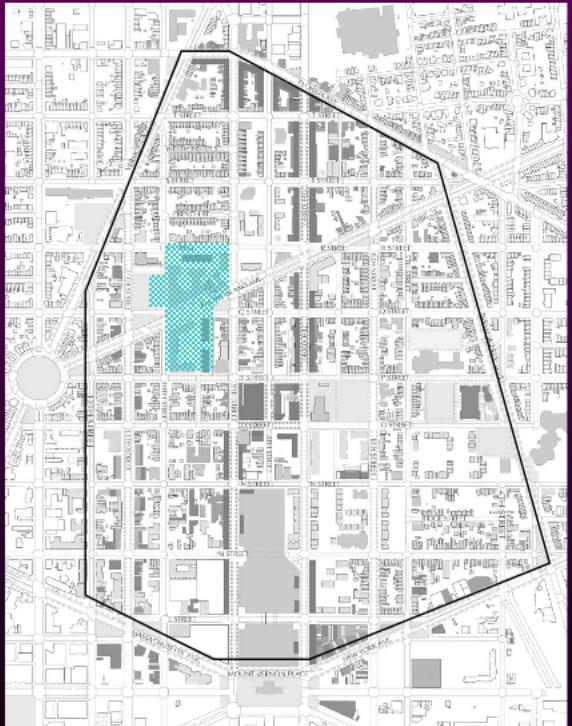
- Encourage development of multi-family apartment/condo buildings on vacant parcels and on parcels with non-contributing buildings.



Convention Center Area Strategic Development Plan

Development Guide Recommendations

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SHAW/ SEATON SCHOOLS

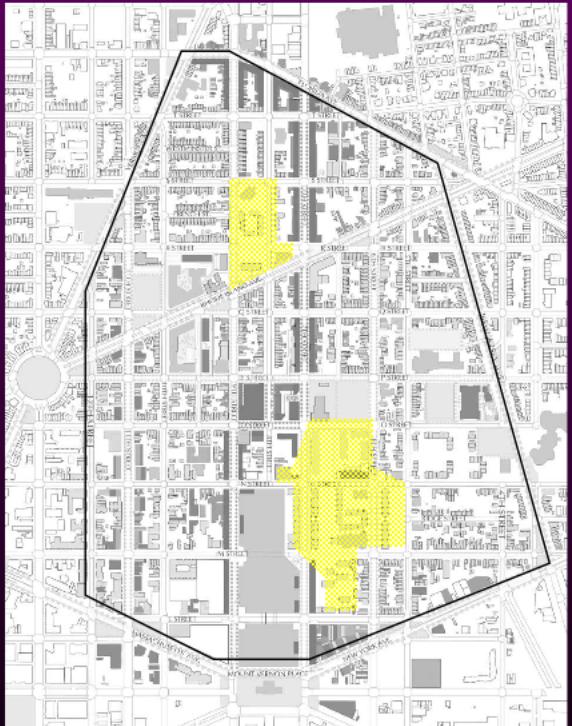
GOAL: *Redevelop school sites as mixed-use developments.*

- **Restore 10th and Q streets.**
- **Locate new construction on the sites so that the school buildings front and reinforce Rhode Island Avenue.**
- **Redesign and reconstruct the park adjacent to Shaw Junior High school.**

Convention Center Area Strategic Development Plan

Development Guide Recommendations

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TRANSIT ORIENTED HOUSING

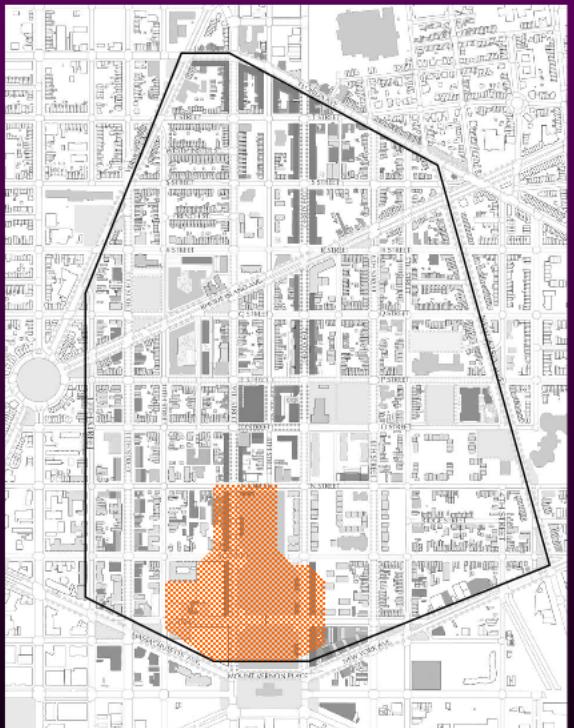
**GOAL: *Encourage additional,
mixed-income housing at Metro
stations.***

- **Re-zone site at Shaw/Howard University Metro station to allow for greater concentrations of housing.**
- **Create attractive and safe pedestrian environments around Metro stations.**
- **Encourage infill development that will create continuity along streets, better define open spaces, and provide additional housing.**

Convention Center Area Strategic Development Plan

Development Guide Recommendations

- Sub-areas



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CONVENTION CENTER & HOTEL

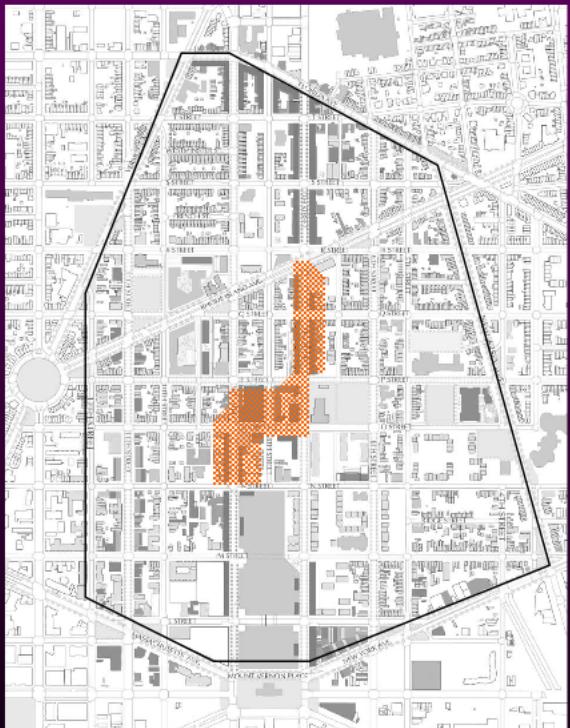
GOAL: *Create vibrant retail area
that establishes southern anchor
for Retail Corridor.*

- **Require ground floor retail on 7th Street between Mount Vernon Square and M Street and on 9th Street between Mount Vernon Square and N Street.**
- **Incorporate historic buildings on 9th Street into hotel.**
- **Create safe, on-street, pedestrian connection between Convention Center and Hotel.**

Convention Center Area Strategic Development Plan

Development Guide Recommendations

- Sub-areas



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RETAIL CORRIDOR

GOAL: *Establish active destination and neighborhood serving retail corridor along 7th and 9th streets.*

- **Re-zone 7th Street between O Street and Rhode Island Avenue, 9th Street between M and O streets, and O Street between 7th and 9th to require ground floor retail.**

Convention Center Area Strategic Development Plan

Development Guide Recommendations

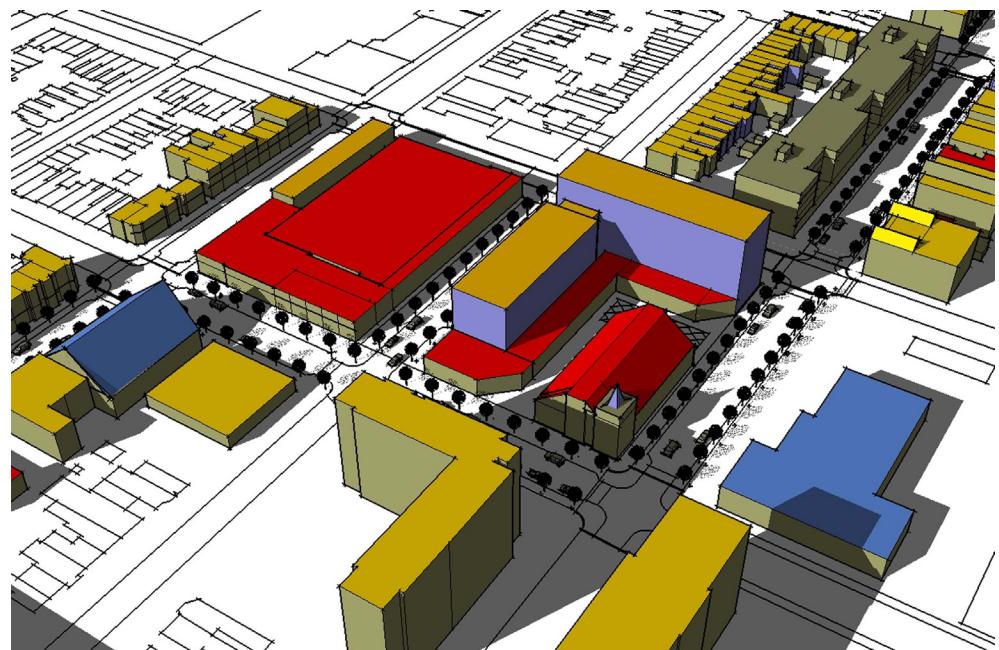
- Sub-areas



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RETAIL CORRIDOR

- **Allow greater height of development on the O Street Market Block .**
- **Restore 8th Street between O and P streets.**



Convention Center Area Strategic Development Plan

Development Guide Recommendations

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RETAIL CORRIDOR

O Street Market/Giant Complex

- **Encourage mixed-use development.**
- **Locate retail facing O and 7th streets and housing on 9th and P streets.**
- **Provide incentives for affordable housing.**
- **Provide below-grade parking for Giant, additional retail, and residences.**
- **Relocate the Giant loading dock within the building envelope.**

Convention Center Area Strategic Development Plan

Development Guide Recommendations

- Sub-areas



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RETAIL CORRIDOR

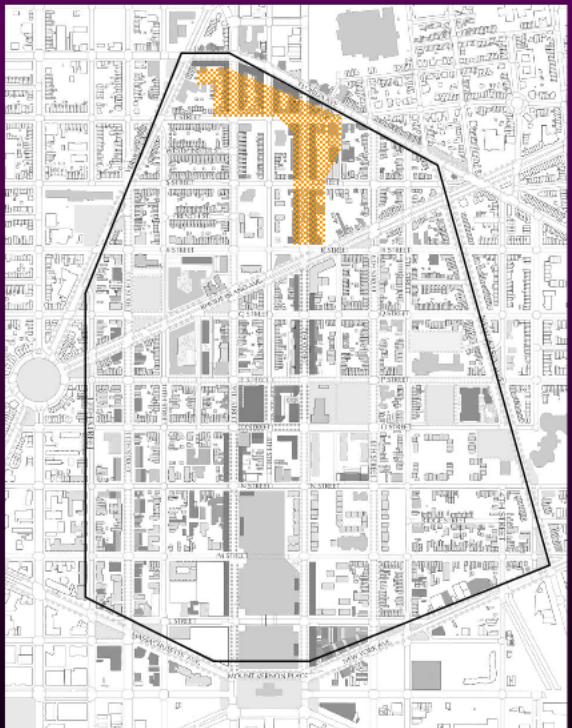
- **Redevelop 1500 block of 7th Street with retail on ground floor, and office and mixed-income housing on upper floors.**
- **Provide incentives for affordable housing.**



Convention Center Area Strategic Development Plan

Development Guide Recommendations

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UPTOWN DESTINATION DISTRICT

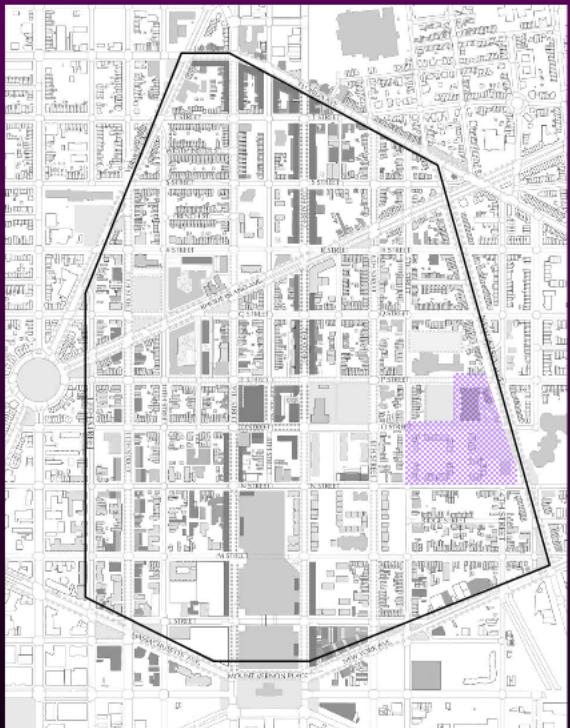
GOAL: *Create vibrant retail area that establishes northern anchor for neighborhood retail corridor.*

- Encourage retail uses on U Street, Florida Avenue, 7th, 8th, and 9th streets.
- Restore Howard Theater and develop it in conjunction with NCRC site.
- Rezone west side of 7th Street between S and T to be compatible with adjacent commercial zones and include in Arts Overlay District.

Convention Center Area Strategic Development Plan

Development Guide Recommendations

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BUNDY SCHOOL and 2nd NORTHWEST COOPERATIVE

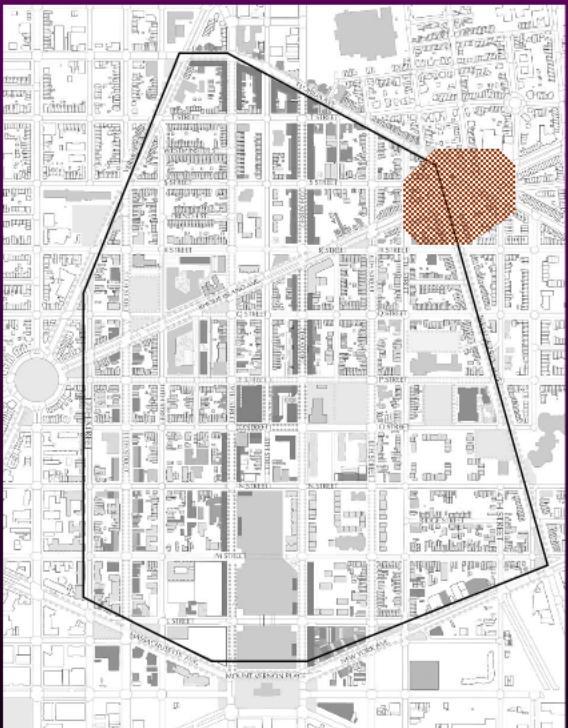
**GOAL: *Redevelop Bundy School
for mixed-use development.***

- **Re-zone to allow for additional housing.**
- **Redevelop Bundy School with a mix of market rate and affordable housing, and additional recreational facilities.**
- **Explore option of partnering with adjacent property owners as part of redevelopment.**

Convention Center Area Strategic Development Plan

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INTERSECTION OF RHODE ISLAND AND NEW JERSEY AVENUES

GOAL: *Re-envision the intersection as focal point and gateway to the neighborhood.*

- Undertake additional study of intersection to address land use, circulation, and design.